

**Method for on-line outsourcing of customized merchandise**  
**containing personalized logo**

**Abstract**

5        A method for on-line outsourcing of customized merchandise containing at least  
a personalized logo. An on-line remote customer personalizes preferred logo image  
and customizes preferred merchandise image by selecting image parts and part  
elements stored, respectively, in logo image and merchandise image databases. The  
server generates a customized merchandise image containing at least a personalized  
10   logo image after receiving the remote customer's indication of the location(s) and  
size(s) of the personalized logo image to be incorporated with the customized  
merchandise image. Outsourcing and customization order databases store,  
respectively, information of outsourcing invoice and customization order records. The  
server transmits the customized merchandise image containing at least a personalized  
15   logo and outsourcing invoice to a supplier to bind the production of the tangible,  
customized merchandise. The server also transmits the customized merchandise  
image containing at least a personalized logo and customization order to the remote  
customer to bind the customization.